



Economic Development Authority

Falls Church

**The City of Falls Church
Economic Development Authority**

Invites you to participate in an event
that will have a lasting impact for the community:

“Creating a Branding Strategy for Falls Church Retail”

We want you to share your unique perspective
and ideas on how Falls Church should present
itself in the retail marketplace through future
promotional materials and
a new marketing strategy.

Consultant Heather Arnold
of
Retail Compass
will facilitate this session.

Please join us from:

7:00 – 9:30 p.m.

Wednesday, March 29, 2006

**Falls Church Community Center
Teen Center Room (upper level)**

**223 Little Falls Street
Falls Church, VA**